

ABSTRACT

An object of the present invention is to provide a non-storage type broadcasting system for automatically providing the user with a presenter required for viewing a desired content with a viewer. In a storage type broadcasting system (100) for providing a user interface (B) unique to each (Sm) service (S), transmission means (110) sends out a control content (Cb), which implements the user interface (B), as part or whole of the content, and reception means (130) receives the sent control content (Cb) and activates the received control content to execute the user interface.